

splendor
by **IMPACT**
COLLECTIVE

VIP Fan Experiences

**ARTISTS:
APPROVE & ATTEND
OUR TEAM:
ACTIVATES THE
AWESOMENESS!**

OUR MISSION

With decades of expertise in event production, live entertainment, and hospitality, **IMPACT Collective** creates exclusive experiences that bring artists and fans closer together.

Why IMPACT Collective?

The artist approves the vision and shows up. We handle the rest.

- **For Artists:** Minimal time commitment, stronger fan relationships, professional photo and video coverage, and opportunities to support meaningful causes.
- **For Fans:** Exclusive access, personalized hospitality, unforgettable memories, and opportunities to give back.



- **From Start to Finish:** We coordinate the vendors, transportation, fan communications, swag bags, logistics, and on-site execution.

The IMPACT Difference

We combine creative thinking, expert production, and personalized hospitality to deliver seamless VIP experiences for artists, fans, and brand partners.

Our Mission: Create extraordinary experiences and unforgettable connections.

THIS IS WHAT WE DO

01 VIP FAN EXPERIENCES

- ★ Meet-and-greets, photo opportunities, and signed merchandise
- ⚡ Exclusive soundchecks, backstage access, and VIP lounges
- ⚡ Pre-show parties, artist excursions, and custom experiences

02 DESTINATION EXPERIENCES & TRAVEL

- ★ VIP concert and travel packages
- ⚡ Luxury accommodations, transportation, and concierge services
- ⚡ Premium ticketing and group travel coordination

03 EVENT PRODUCTION & LOGISTICS

- ★ Complete event planning, vendor booking, and production
- ⚡ Guest communications, VIP hospitality, and on-site coordination
- ★ Security coordination and crowd management

04 SPONSORSHIPS & PARTNERSHIPS

- ★ Sponsorship sales and brand partnerships
- ⚡ Branded experiences, activations, and sponsor fulfillment

05 MARKETING & FAN ENGAGEMENT

- ★ Promotional campaigns and event branding
- ⚡ Fan engagement and loyalty programs
- ⚡ Digital marketing and behind-the-scenes content

06 CHARITY & COMMUNITY ENGAGEMENT

- ★ Exclusive artist-and-fan charitable events
- ⚡ Nonprofit partnerships and community initiatives
- ⚡ Opportunities to create meaningful social impact

Stats that make an **IMPACT!**

2,500

EVENTS
PRODUCED



1,000

FIVE-STAR
REVIEWS



35

INDUSTRY
AWARDS



29

YEARS IN
BUSINESS



\$9M

EVENTS SOLD



6

VENUES
MANAGED



'IMPACT's impact!'

Private Event Sales: Sold \$9 million in social & corporate event business.

Freedom Fest: Produced a 25,000-person festival in Washington, DC featuring national acts.

Live8 Concert: Served as a U.S. Delegate for Bono's ONE Campaign.

G8 Summit: Represented the ONE Campaign in Edinburg, Scotland.

Meant 2 Live Foundation: Raised more than \$2 million to support impoverished youth in DC and Africa.

HFStival: SEV opened for 311, Blink-182 and the Red Hot Chili Peppers, attended by approximately 100,000 fans.

The Roots: Produced festival in 1997 with 5,000 attendees, featuring Jimmy Fallon's current Tonight Show band.

American Music Awards: Managed backstage celebrity gifting operations.

Oscars: Managed backstage celebrity gifting operations and VIP Parties.

Artist Development: Signed a Washington, DC band in partnership with Jimmy Iovine and Geffen Records.

Shamrock Fest: Co-managed a 15,000-person festival in Washington, DC featuring regional acts.

Live Nation / The Bayou: Served as a grassroots music club promoter at The Bayou where U2 played their 2nd U.S. gig

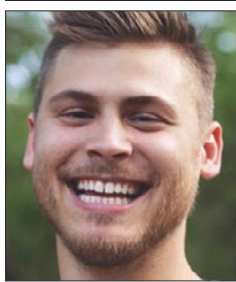
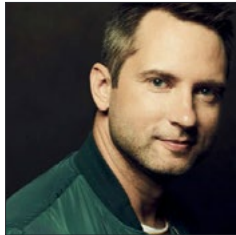
DURAN DURAN

VIP Manager: Alan Stewart



"I have had the pleasure of knowing and working with Eddie for over 28 years. I have found him to be extremely detail-oriented, conscientious, and able to deliver on difficult promises. His business acumen aside, he has become a trusted friend over the years. I recommend him without reservation."

COLLABORATIONS



CASE STUDY:

LEON BRIDGES

UBS Financial Services | Client Appreciation Event

- **Client:** UBS Financial Services
- **Date:** December 14, 2018
- **Venue:** Union Stage, Washington, DC
- **Event:** Exclusive client appreciation experience
- **Attendance:** 150 top UBS brokers + highest-producing clients
- **Client Portfolio:** Guests representing up to **\$200M in investments**
- **Special Guest:** Leon Bridges, Grammy-nominated R&B artist

IMPACT Collective Scope

- Managed **100% of event logistics**
- Sourced and coordinated venue, technical production, hospitality, catering and furniture
- Coordinated directly with **Leon Bridges' technical team**
- Managed event team, security, load-in/ load-out and soundcheck
- Coordinated green room and VIP food & beverage
- Supported all VIP and guest-of-honor needs



CLIENT BENEFIT:

- Took the logistical burden off **UBS**, allowing their team to focus on **high-net-worth clients and relationship building**
- Served as the central point of coordination across all event partners
- Delivered a seamless, high-touch experience for UBS's top brokers and clients
- **Successful VIP client appreciation event and memorable experience for UBS**

CASE STUDY:

TOBY KEITH

Private Toby Keith Concert | Union Stage

- **Date:** October 2018
- **Venue:** Union Stage, Washington, DC
- **Event:** Private VIP concert featuring **Grammy Award Winner Toby Keith**
- **Attendance:** 400 VIP guests
- **Scope:** Venue, sound, lighting, production & hospitality

IMPACT Collective Scope

- Managed **100% of event logistics**
- Sourced and coordinated venue, sound, lighting and production
- Coordinated directly with **Toby Keith's technical team**
- Managed security, load-in/load-out and soundcheck
- Coordinated catering, furniture and event support
- Managed green room and VIP food & beverage
- Oversaw all event partners and on-site execution



CLIENT BENEFIT:

- **Removed the logistical burden from the host**
- Provided one central team to manage vendors, production and event operations
- Allowed the host to focus on **VIP guests and the overall experience**
- Delivered a seamless, successful private concert experience

CASE STUDY:

CHEF JOSE ANDRES

Dine-N-Dash benefiting World Central Kitchen

- **Event Overview:** An annual high-energy culinary block party and restaurant crawl across Washington, DC., hosted by Chef José Andrés to raise vital funds for WCK.
- **Location & Hub:** Hosted at key landmark destinations such as The District Wharf as well as premier dining neighborhoods like Penn Quarter and 14th Street.
- **All-Access Culinary Tasting:** Ticketed attendees received wristbands and event maps granting them walk-through access to sample endless small plates and craft cocktails across dozens of top local restaurants and food trucks.
- **Wallet-Free Experience:** Guests enjoyed seamless, all-inclusive tastings without paying on-site or waiting in standard payment lines.
- **VIP & Celebrity Touchpoints:** Premium ticket holders received exclusive perks, including an intimate pre-reception with Chef Andrés and celebrity guests, access to VIP-only venues such as barmini, and an exclusive after-party.



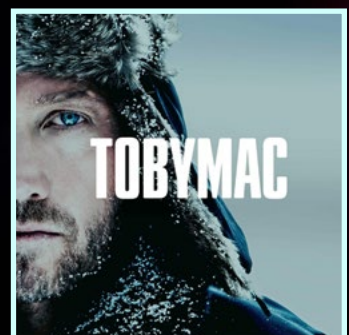
MISSION & SOCIAL IMPACT:

100% of event proceeds directly impacted emergency food relief and humanitarian aid missions worldwide.

CASE STUDY:

CCM

Through incredible partnerships with CCM radio stations and concert promoters, IMPACT has collaborated with globally recognized artists to provide nonprofit partners with unforgettable VIP experiences, including exclusive backstage access for underprivileged youth.



CASE STUDY:

AMERICAN IDOL FINALIST

Village at Leesburg | Summer Block Party

- **Date:** July 17, 2010
- **Location:** Village at Leesburg, Loudoun County, VA
- **Attendance:** 2,500 — vs. 500 projected
- **Purpose:** Launch event and family-focused community celebration
- **Beneficiary:** Loudoun Habitat for Humanity

IMPACT Collective Scope

- Produced the center's **inaugural summer block party**
- Secured **American Idol finalist Elliott Yamin** as the featured performer
- Led grassroots and strategic event marketing
- Coordinated vendors and event partners
- Created a family-friendly shopping and entertainment experience



BENEFITS TO CUSTOMER:

- **Full-service event support:** Concept through day-of execution
- Integrated **event marketing, promotions and production**
- Created digital and print marketing materials to expand event reach
- Leveraged IMPACT's network to secure **Elliott Yamin** and local community leaders
- Added high-profile entertainment and community engagement to the event

RESULTS:

- Attendance exceeded expectations by **400%**
- Generated significant awareness and traffic for the new shopping center
- Successfully connected the event with a **local charitable cause**

CASE STUDY:

DR. JILL BIDEN & MAYOR MURIEL



Capital Turnaround | Venue Launch, Sales & Event Management

- **Client:** Capital Turnaround
- **Property:** 100,000 sq. ft. historic car barn converted into an event venue
- **Duration:** 2019–2022
- **Scope:** Marketing, sales, venue launch & event management
- **Events:** 100 weddings, corporate events, conferences & fundraisers

IMPACT Collective Results

- Produced venue launch with **25 top DC vendor partners**
- Hosted **450+ key event industry professionals and thought leaders**
- Supported events attended by **Dr. Jill Biden** and **DC Mayor Muriel Bowser**
- Generated approximately **\$500K in event business during the COVID-19 pandemic**
- Secured clients including **NBC4, Chick-fil-A and The Atlantic**

CLIENT BENEFIT:

- Established the venue's sales and vendor foundation
- Built relationships across weddings, corporate events and non-profit fundraisers
- Generated significant revenue during a period when many venues were forced to close

CLIENT REVIEW:

"We are beyond grateful for the time and talent invested launching Capital Turnaround, hosting events, and rolling out the red carpet to patrons. Not only has IMPACT laid the foundation for our future, they are shareholders in it. We're indebted to them for their investment and partnership. I recommend Eddie and his company, IMPACT Collective for your event management needs!"

— Pastor Mark Batterson

'CLIENTS'

accenture

AXIOS

jiffylube[®]
live

WASHINGTON
DC

Deloitte.

LIVE
NATION[®]

The Winery
at
Bull Run

Chick-fil-A

CAPITAL
1891
Turnaround
★ RT | 54 ★
T

Habitat
for Humanity

Luke's
WINGS

DINE-N-DASH

DC DREAMCENTER

Gensler

Georgetown | Lombardi
COMPREHENSIVE CANCER CENTER

ONE

PRISON
FELLOWSHIP

Make-A-Wish.

MAKE | OFFICES.

MUSICARES[®]

NBC

Walmart
Save money. Live better.

WASHINGTON
PERFORMING ARTS
We make it happen

sam's club

Uber

UNION STAGE
WASHINGTON, D.C.

VILLAGE
AT LEESBURG
Life in Full Bloom

WOLF
TRAP
FOUNDATION FOR THE PERFORMING ARTS

World
Central
Kitchen

Whitehall
Heritage Museum

bakertilly
INTERNATIONAL

BENNIGAN'S
GRILL & TAVERN[™]

BISNOW

YPO

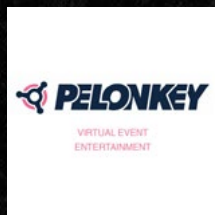
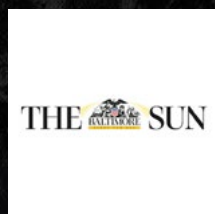
NATIONAL
Cherry Blossom
FESTIVAL

'AWARDS'



WEDDINGWIRE COUPLES' CHOICE AWARDS® ★★★★★ 2026	WEDDINGWIRE COUPLES' CHOICE AWARDS® ★★★★★ 2025	WEDDINGWIRE COUPLES' CHOICE AWARDS® ★★★★★ 2024	WEDDINGWIRE COUPLES' CHOICE AWARDS® ★★★★★ 2023	WEDDINGWIRE COUPLES' CHOICE AWARDS® ★★★★★ 2022	WEDDINGWIRE COUPLES' CHOICE AWARDS® ★★★★★ 2021
WEDDINGWIRE COUPLES' CHOICE AWARDS® ★★★★★ 2020	WEDDINGWIRE COUPLES' CHOICE AWARDS® ★★★★★ 2019	WEDDINGWIRE COUPLES' CHOICE AWARDS® ★★★★★ 2018	WEDDINGWIRE COUPLES' CHOICE AWARDS® ★★★★★ 2017	WEDDINGWIRE COUPLES' CHOICE AWARDS® ★★★★★ 2016	WEDDINGWIRE COUPLES' CHOICE AWARDS® ★★★★★ 2015
WEDDINGWIRE COUPLES' CHOICE AWARDS® ★★★★★ 2014	WEDDINGWIRE BRIDE'S CHOICE AWARDS® ★★★★★ 2013	WEDDINGWIRE BRIDE'S CHOICE AWARDS® ★★★★★ 2012	WEDDINGWIRE BRIDE'S CHOICE AWARDS® ★★★★★ 2011		

'PRESS'





BACKSTAGE PASS

Ready to create something
UNFORGETTABLE?

Your fans deserve
EXTRAORDINARY.

Let's make it happen!

Contact Eddie Fam

events@IMPACTcollective.com